**INTERNAL POSITION COVER LETTER**

August 21, 20XX

Marissa Swarts

Human Resources Manager

Swarts & Sons Enterprises

marissa.swarts@swartsandsons.com

Dear Mrs. Swarts,

I’m excited to submit my candidacy for the role of Content Strategist in the company’s Marketing department. I began my employment with Swarts amp; Sons in August 20XX as an Assistant Copywriter. I have spent the last two years honing and broadening my abilities and learning a great deal from my managers within the department. I believe that the job requirements of the Content Strategist role that you’ve outlined on the company website match the skill set I have developed during my tenure with the company.

I’ve contributed to a wide range of valuable projects for the company. Beginning in February of 20XX, I spearheaded the new blog strategy which has become the primary format for blog post drafting and publishing across the entire Marketing department. Additionally, I helped launch a department-wide training program on basic SEO practices in May 20XX. This program has boosted our company’s website traffic by as much as 25%.

If you’re interested in learning more about my experience and accomplishments within the company, I encourage you to reach out to my supervisor, Edwin James (edwin.james@swartsandsons.com). I have worked closely with Mr. James over the course of the last two years, and he would be glad to answer any questions that you might have about my suitability for the Content Strategist role.

Thank you very much for your time and for the opportunity to be considered for this position. It’s been a great privilege working with Swarts amp; Sons, and I look forward to continuing to grow within the company.

Sincerely,